

ABSTRACT OF THE DISCLOSURE

Information on attribute of image information stored on an information storage medium such as a DVD disc is acquired to identify the attribute information of a display scheme set in accordance with the attribute information of the image information. When the display scheme is set to a letter box, a valid image-area in which the image information is to be displayed and an invalid image-area which has not been conventionally used for display are set in accordance with the attribute information. For example, when character information is supplied from an external information supply device such as an FM receiver tuner for receiving an FM teletext broadcast, the image information reproduced from the information storage medium is displayed on the valid image-area and the character information is displayed on the invalid image-area, thereby providing the user with improved operability and convenience.